

V. Neighborhood Areas

UPSHUR



Historic Rowhouses Along Northern Portion of Neighborhood Area



Car Lot at Corner of Taylor St. and Georgia Avenue



Historic Rowhouses Along Northern Portion of Upshur Neighborhood Area



Existing Condition Upshur Neighborhood Area

UPSHUR NEIGHBORHOOD AREA

Decatur Street to Shepherd Street

This Neighborhood Area is the northern part of the study area. The 4500 to 4700 blocks, from Allison Street to Decatur Street are comprised mainly of single-family residential uses and apartment buildings. The west side of the 4300 and 4400 blocks, from Webster Street to Allison Street, is a mix of residential, retail and office uses. The east side of these blocks is comprised of single-family residential uses. The 4000 to 4200 blocks contain a mix of uses. This area is also home of the Petworth Library, MacFarland Middle School, Roosevelt High School, Paul Robeson Park, and a post office.

Issues:

- Existing business in 4500 block in need of building improvement/rehabilitation. Potential need for technical and/or financial assistance to business
- In the 4500 block, existing apartment buildings in R-4 zone are non-conforming uses
- Potential expansion of Lutheran Social Services office space in the 4400 block
- Streetscape and public realm improvements are needed at the Georgia Avenue/Kansas Avenue intersection, as well as in the 4300 and 4400 blocks of Georgia Avenue, west side
- Existing neighborhood business district along Upshur Street and 9th Street should be strengthened
- Poor traffic and pedestrian conditions at Georgia Avenue/Kansas Avenue intersection
- Petworth Library is a neighborhood asset and should be enhanced to increase capacity
- Under-utilized properties and some vacant lots provide opportunities for redevelopment
 - 4100 block, west & east sides
 - 4000 block, west side

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UPSHUR



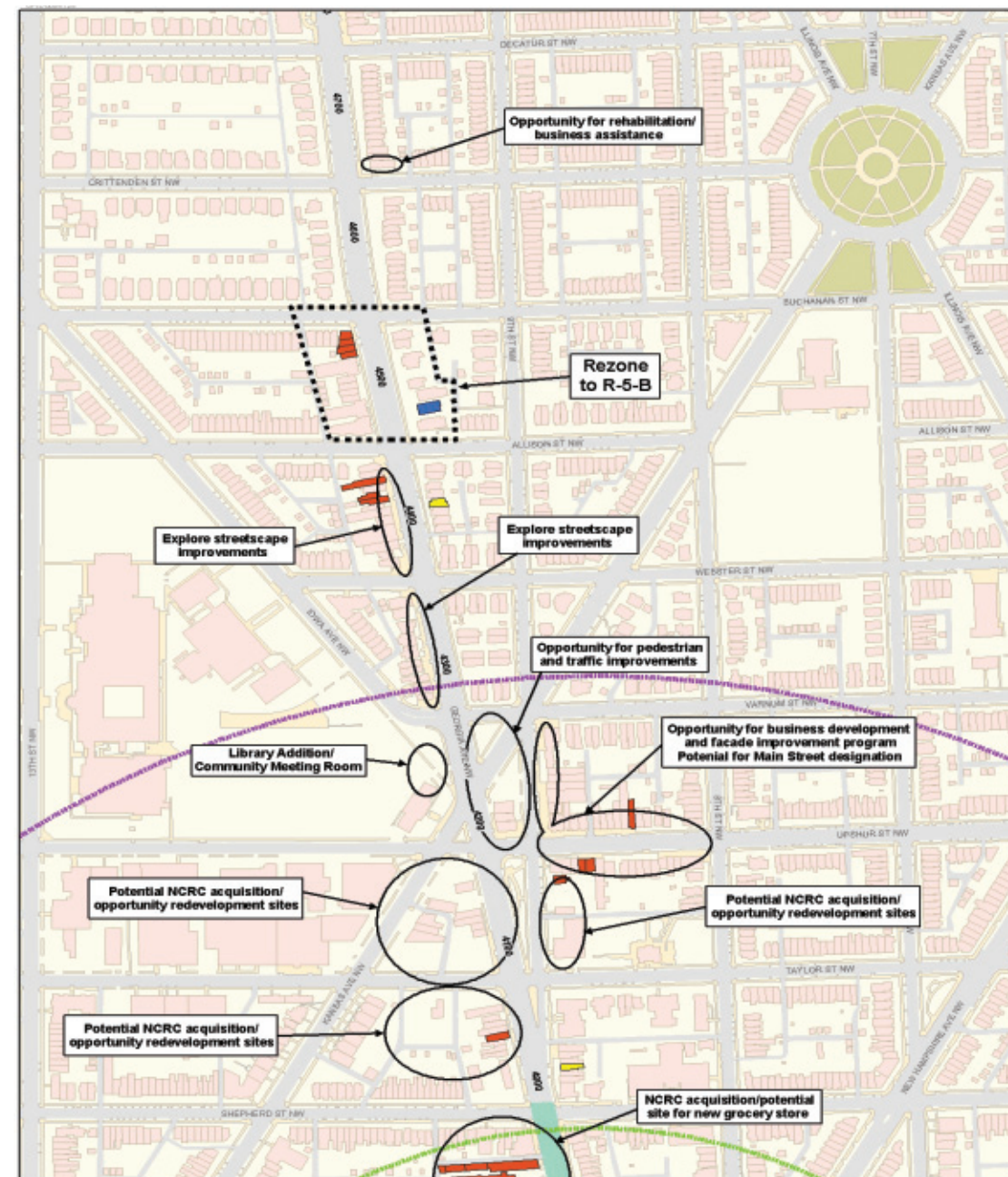
View of Georgia Avenue Looking North



View of Georgia Avenue Looking South



New Rowhouse Development on 9th Street



Proposed Plan for Upshur Neighborhood Area

Recommendations:

- Explore business development and renovation options with property owner in 4500 block
- Rezone west and east sides of 4500 block from R-4 to R-5-B
- Explore streetscape improvement on the west side of the 4300 and 4400 blocks
- Explore D.C. Main Street designation for existing neighborhood business district on Upshur Street and 9th Street; implement an aggressive business development, marketing, and facade improvement program
- Explore traffic circulation changes and pedestrian safety measures for Georgia Avenue/Kansas Avenue intersection and improve public realm
- Explore improvements/expansion to Petworth Library
- Explore opportunities for acquisition/site assemblage in 4000 and 4100 blocks

V. Neighborhood Areas

PETWORTH-METRO



Retail Frontages on 3200 Georgia Avenue



Retail Frontages on 3600 Georgia Avenue



Retail Center at 3300 Georgia Avenue



Existing Conditions of Metro Neighborhood Area

PETWORTH-METRO AREA

Shepherd Street to Otis Place

The Georgia Avenue-Petworth Metro Station is the hub of the Petworth-Metro Area. The Georgia Avenue/New Hampshire Avenue intersection is a major junction along the corridor. The area is comprised of a mix of row houses, apartment buildings, retail and office uses. The study area's major grocery store, Safeway, is located in this neighborhood area.

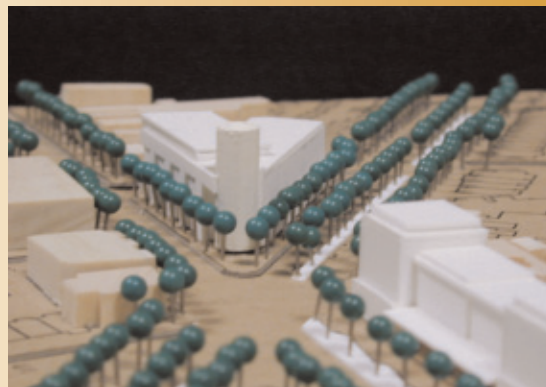
Issues:

- Potential opportunity for new or larger grocery store
- Developer selection announced for new mixed-use building on site adjacent to Metro Station, 3700 block, west side
- Vacant and underutilized lots present major redevelopment opportunity sites for:
 - 3900 block, west side
 - 3800 block, west & east sides
 - 3600 block, west side
- Infrastructure and public realm improvements needed at Georgia Avenue/New Hampshire Avenue intersection and 3600 block, east side
- Concentration of institutional/public uses along Spring Street, many of which are in need of major renovation/new construction:
 - Raymond Recreation Center
 - Raymond Elementary School
 - Paul Robeson School
 - Department of Mental Health
 - Immunization Clinic
- Poor traffic and pedestrian conditions at Georgia Avenue/New Hampshire Avenue intersection; opportunity for beautification/streetscape improvements
- Need for public parking to serve patrons of businesses and reduce demand on residential streets

V. Neighborhood Areas PETWORTH-METRO



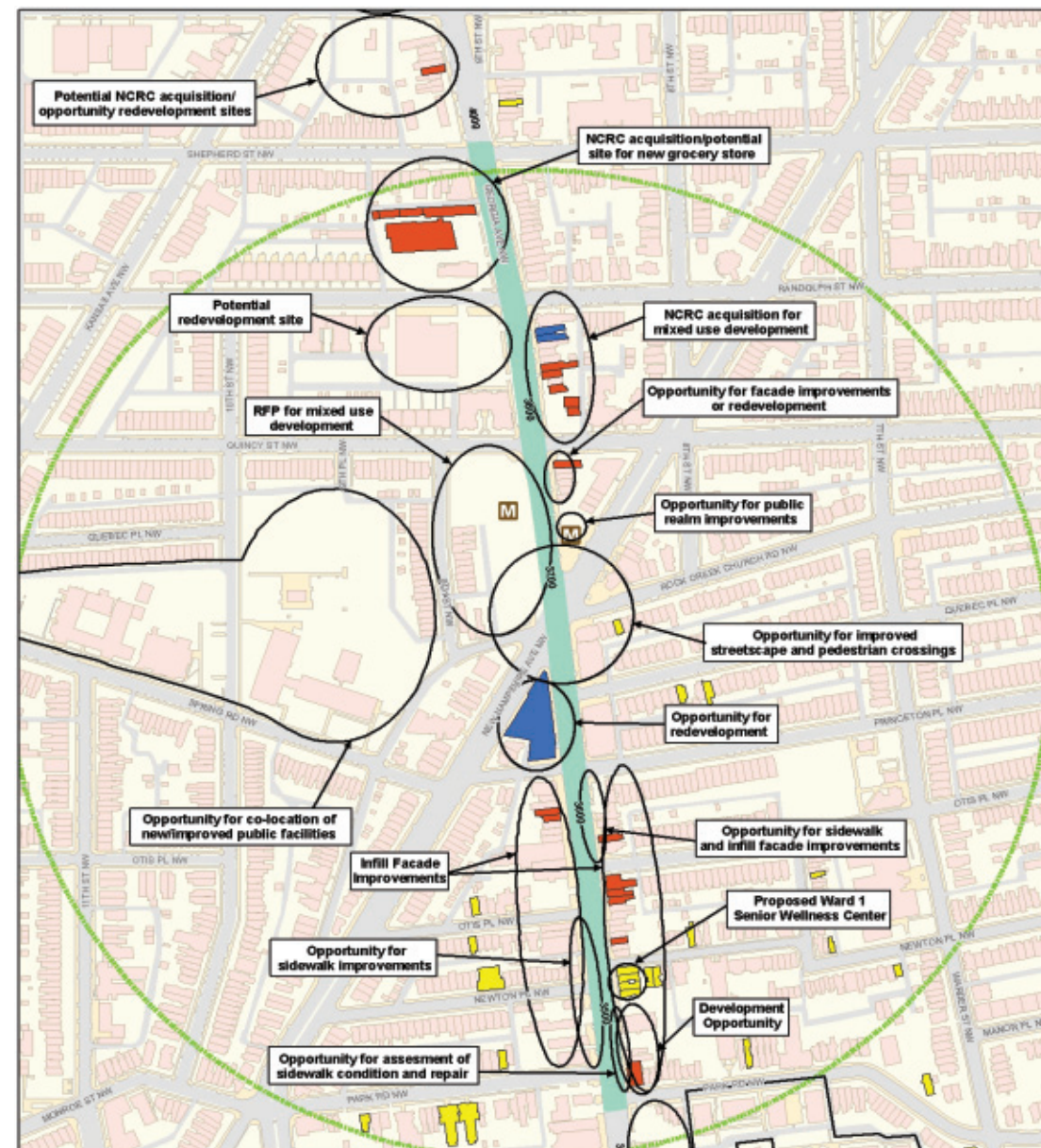
View South Along Georgia Avenue toward the Metro Station



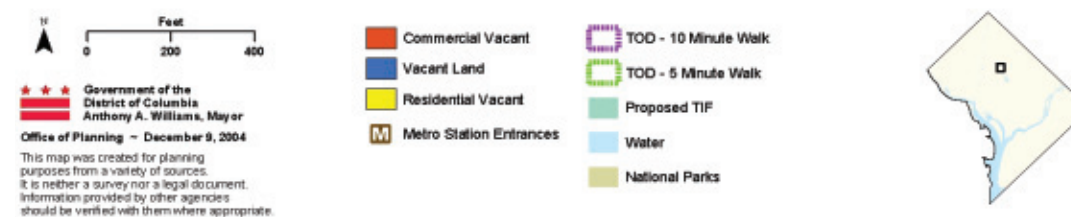
View South at Intersection of Georgia Avenue and New Hampshire Avenue (RFP site in foreground)



View North at Intersection of Georgia Avenue and New Hampshire Avenue



Georgia Ave Corridor Revitalization - PETWORTH - METRO



Proposed Plan for Petworth-Metro Neighborhood Area

Recommendations:

- Continued property acquisition/site assemblage by National Capital Revitalization Corporation and/or private developers
- Design and implement public realm plan and intersection improvements at Georgia Avenue/New Hampshire Avenue; implement pedestrian safety measures
- Explore opportunity for co-location of new/improved public facilities along Spring Street
- Explore opportunity for parking and/or farmers market on east side of 3600 block
- Monitor development progress of development proposals in 3600 and 3800 blocks; maximize development potential of sites
- Complete in-fill facade improvements in 3600 block, east and west sides

V. Neighborhood Areas

PARK VIEW/ PARK MORTON



Retail Frontages on 3200 Block of Georgia Avenue



Retail Center at 3300 Block of Georgia Avenue



Retail Frontages on 3600 Block of Georgia Avenue



Existing Conditions of Petworth-Metro Neighborhood Area

Park View/Park Morton

Otis Place to Irving Street

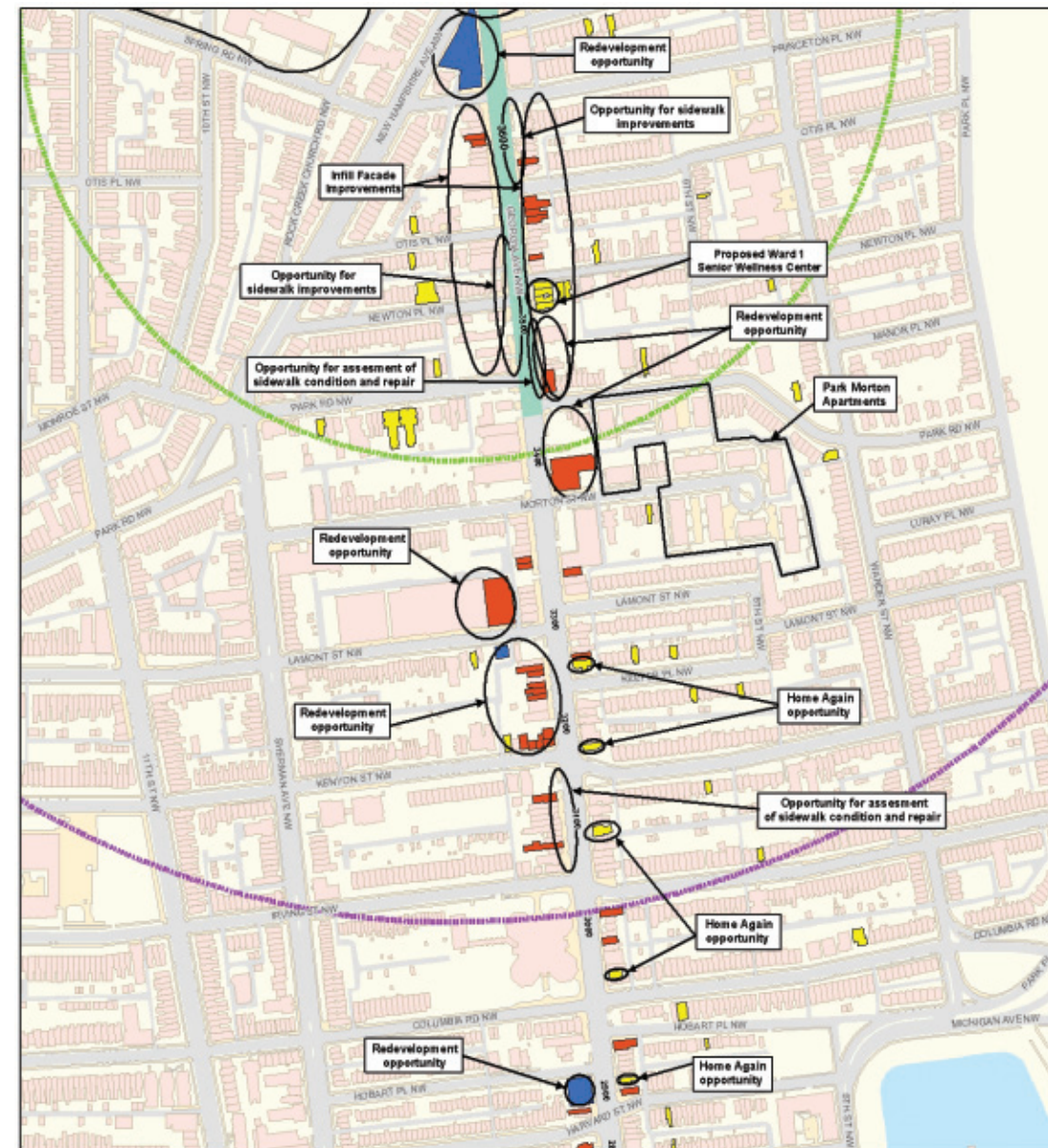
The Park View/Park Morton study area lies south of the Metro Station, extending along Georgia Avenue from Otis Place to Irving Street, to include the 3100 to 3500 blocks. This neighborhood area contains buildings ranging from one-story retail shops to small shopping centers. Many row houses in this area have historic townhouse facades, however they were converted some time ago into retail buildings with small one-story additions in the front yard. Some of the neighborhood anchors include a post office and a Murry's grocery store.

Issues:

- Fails to incorporate Transit Oriented Development principles, wherein, the area does not build on its proximity to the metro station. Buildings, landscaping, and public space are not arranged to reinforce and orient activity toward the metro. The area lacks a sense of place; land use is underutilized with large vacancies; and the overall environment is not conducive for pedestrians or bicyclists.
- Park Morton public housing complex (17 garden style buildings with 174 units) contains poor physical lay out and design. The existing suburban-style physical design contributes to the lack of safety and adds to a visible exclusion from the surrounding community. It also lacks the private space, which leads to attracting and fostering negative activity in and around the corridor.
- Significant amount of deteriorated private residential properties in surrounding neighborhood, in need of assistance to maintain and/or rehabilitate properties
- Area contains a significant amount of vacant, dilapidated, and/or undercapitalized commercial properties/businesses
- Significant amount of residential vacancies in and around the corridor
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings

V. Neighborhood Areas

PARK VIEW/ PARK MORTON



Georgia Ave Corridor Revitalization - PARK VIEW/PARK MORTON



Proposed Plan for Park View/Park Morton Neighborhood Area

Recommendations:

- Apply Transit Oriented Development principles to generate a dynamic place with increased variety and intensity of land use and activities within walking distance of the metro station that draws the community and visitors to socialize, shop, live and interact
- Establish a Park Morton Task Force with district agencies and community partners to address the social and physical issues surrounding the Park Morton public housing complex
- Use Crime Prevention through Environmental Design (CPTED) strategies to improve the safety of the Park Morton housing complex. CPTED is based on the premise that “proper design and effective use of the physical environment can produce behavioral effects that will reduce the incidence and fear of crime, thereby improving the quality of life.”
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Initiate the Targeted Block Initiative. One to two blocks will be selected to work with owner-occupied properties to repair the inside and outside of the home with the aim of achieving a cohesive visual improvement within the entire block
- Aggressively implement the Mayor’s Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on “Redevelopment Opportunity Sites”)
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings where needed

V. Neighborhood Areas

PLEASANT PLAINS



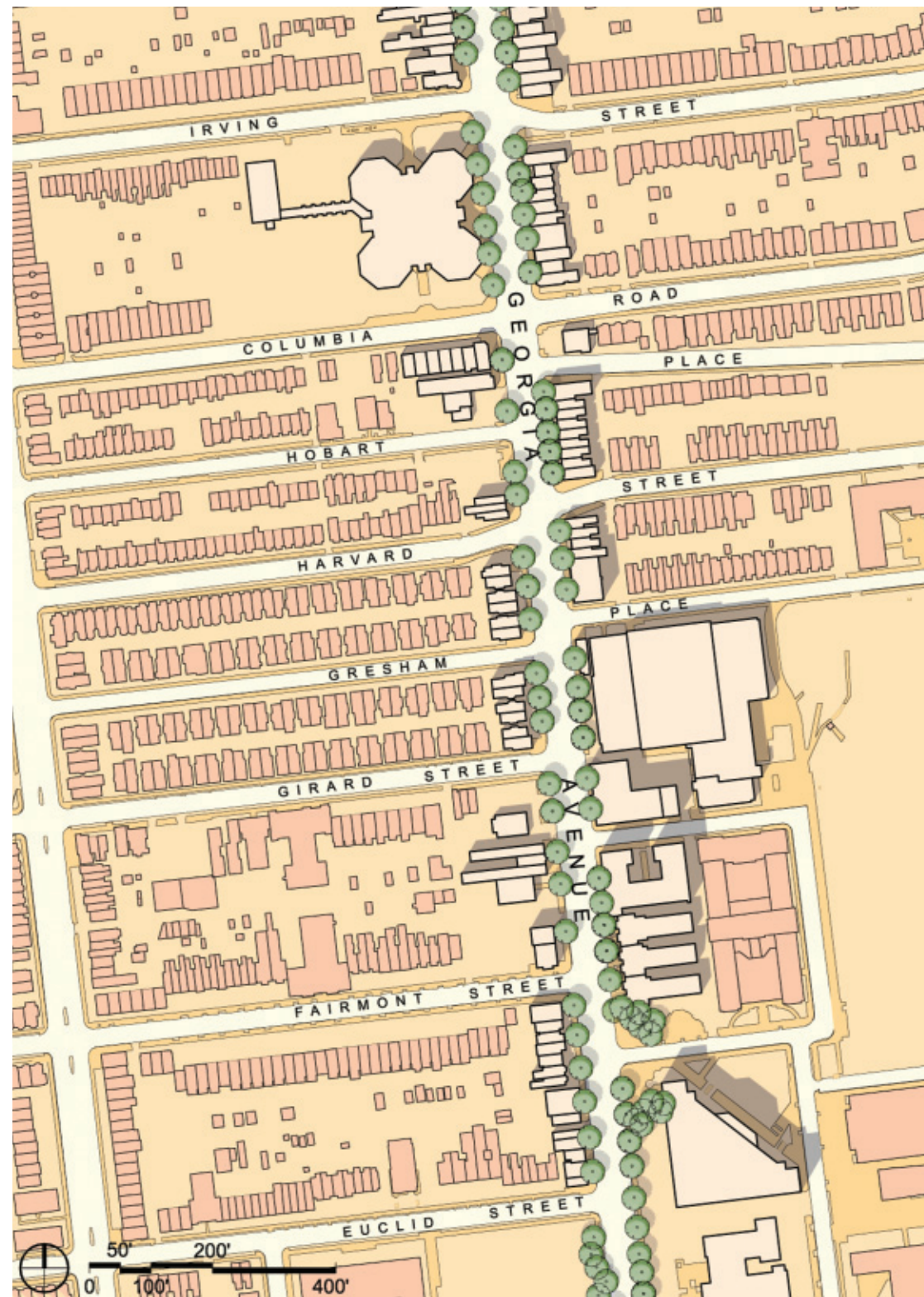
2600 Block of Georgia Avenue



2900 Block of Georgia Avenue



2800 Block of Georgia Avenue



Existing Conditions of Pleasant Plains Neighborhood Area

Pleasant Plains

Euclid Street to Irving Street

The Pleasant Plains neighborhood area is the most southern end of the study area, from Euclid Street to Irving Street covering the 2000 to 3000 blocks of Georgia Avenue. The neighborhood area contains many row houses that were converted some time ago into retail buildings with small one-story additions in the front yard. Taller (six-story) apartment and institutional buildings are clustered around Girard and Fairmont Streets. Key anchors include the Bruce-Monroe Elementary School and Howard University.

Issues:

- Facades on many existing business establishments are deteriorated, which contributes to an uninviting environment
- The area contains some vacant, dilapidated, undercapitalized businesses
- A range of residential vacancies exists in and around the area
- Lack of public land for new development; the majority of lots are small and privately held
- Lengthy commercial zone with underutilized land use
- Poor pedestrian crossings, signage, and pavement markings
- Vacant properties owned by Howard University
- Poor visual gateway into the corridor

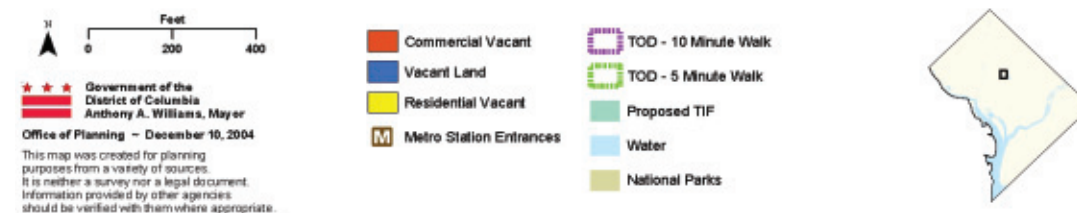
V. Neighborhood Areas PLEASANT PLAINS



Recommendations:

- Apply Facade Improvement Program to existing businesses in the 2600 block west side
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Aggressively implement the Mayor's Home Again Initiative to return the residential vacancies to productive use
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on "Redevelopment Opportunity Sites")
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings
- Partner with Howard University to redevelop their vacant properties
- Create a visual gateway into the corridor by creating an African-American Heritage Wall that would recognize the contribution of the city and Howard University alumni on one of the Howard University-owned buildings facing Georgia Avenue

Georgia Ave Corridor Revitalization - PLEASANT PLAINS



Proposed Plan for Pleasant Plains Neighborhood Area